

**Amendments to the Claims:**

This listing of Claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A display unit for a portable electronic device, comprising:
  - a substantially transparent display layer having a front side for displaying information and a rear side;
  - a color filter layer;
  - a reflector; and
  - a lighting system for illuminating the substantially transparent display layer from the rear side, the lighting system configured to be switched on or off,wherein the display unit operates in an emissive mode when the lighting system is switched on, wherein the display unit operates in a reflective and/or transfective mode when the lighting system is switched off, and wherein the reflector is on a front side of the color filter layer facing a user[[,]] such that reflected light does not ~~have to~~ travel through the color filter layer.
2. (Previously Presented) A display unit according to claim 1, wherein the color filter layer is on the rear side of the substantially transparent display layer and the front side of the color filter layer faces the substantially transparent display layer, and wherein the front side of the color filter layer includes at least one reflector.
3. (Previously Presented) A display unit according to claim 2, wherein the at least one reflector covers less than 50 % of a total area of the rear side of the color filter layer.
4. (Previously Presented) A display unit according to claim 2, wherein the at

least one reflector covers less than 25 % of a total area of the front side of the color filter layer.

5. (Previously Presented) A display unit according to claim 3, wherein the at least one reflector is provided in a center of the front side of the color filter layer.

6. (Previously Presented) A display unit according to claim 3, wherein the at least one reflector is provided adjacent to an edge of the front side of the color filter layer.

7. (Previously Presented) A display unit according to claim 3, wherein the at least one reflector has a rectangular shape.

8. (Previously Presented) A display unit according to claim 3, wherein the at least one reflector has a circular shape.

9. (Currently Amended) A portable electronic device comprising:  
at least one display unit, comprising:  
a substantially transparent display layer having a front side for displaying information and a rear side;  
a color filter layer;  
a reflector; and  
a lighting system for illuminating the substantially transparent display layer from the rear side, the lighting system configured to be switched on or off, wherein the display unit operates in an emissive mode when the lighting system is switched on, wherein the display unit operates in a reflective and/or transflective mode when the lighting system is switched off, and wherein the reflector is on a front side of the color filter layer facing a user[[,]] such that reflected light does not have to travel through the color filter layer.

10. (Previously Presented) A portable electronic device according to claim 9,

wherein the color filter layer is on the rear side of the substantially transparent display layer and the front side of the color filter layer faces the substantially transparent display layer, and wherein the front side of the color filter layer includes at least one reflector.

11. (Previously Presented) A display unit according to claim 4, wherein the at least one reflector is provided in a center of the front side of the color filter layer.

12. (Previously Presented) A display unit according to claim 4, wherein the at least one reflector is provided adjacent to an edge of the front side of the color filter layer.

13. (Previously Presented) A display unit according to claim 4, wherein the at least one reflector has a rectangular shape.

14. (Previously Presented) A display unit according to claim 4, wherein the at least one reflector has a circular shape.

15. (Previously Presented) A display unit according to claim 5, wherein the at least one reflector has a rectangular shape.

16. (Previously Presented) A display unit according to claim 5, wherein the at least one reflector has a circular shape.

17. (Previously Presented) A display unit according to claim 6, wherein the at least one reflector has a rectangular shape.

18. (Previously Presented) A display unit according to claim 6, wherein the at least one reflector has a circular shape.